

The Claresholm Advertiser

Vol. 2, No. 9

CLARESHOLM, ALBERTA., FRIDAY, JUNE 18th, 1915

Subscription, \$1.50 Per Year in Advance

Clinton Howard at the Opera House, WED. EV'G JUNE 23rd

Dazed by Liquor, Life Is Crushed Out on Railway

**Ole Larson Struck by Spokane Flier and Killed on
C. P. R. South of Parkland**

An inquest was held to-day (Friday) on the remains of Ole Larson, who was struck and killed by the Calgary-Spokane flier last night about three miles south of Parkland. The deceased and a companion were walking on the track on their way home to the farm of Chas. M. Hanson, where both were employed. Chas. E. Newman, who was with the deceased, stepped off the train expecting his companion to follow him. This Larson did not do with the result that his dead body was hurled by the swiftly moving train almost to Newman's feet.

Coroner (Esq.) Tucker empaneled a jury consisting of Messrs W. C. Miller, G. M. Godely, M. Fisher, W. R. Lindsay, C. N. Booth and Frank Murray. The body which had been brought to Claresholm last night on the train which caused the death, was viewed by the jury at Ringrose's undertaking rooms and in the afternoon the taking of evidence was gone on with. There were heard Constables Meacham, R. E. F. Fry and S. A. Simmons, all of the Mounted Police, Chas. M. Hanson and C. E. Newman, who knew deceased, Adam N. Hobbick and John Hornby, engineer and firemen respectively of the engine of the train, and David Clark, proprietor of the Parkland hotel.

Constable Meacham had arrived in Parkland about 6 p. m. and had been asked by the proprietor of the Parkland hotel to eject the deceased and his companion from an out-building adjoining the hotel. The men had very shortly been ejected apparently for home. Both were intoxicated. Neither had obtained any liquor after the constable's arrival.

Constable Fry was on the train which struck the deceased. He remembered distinctly hearing the whistle twice. The brakes were applied with the last whistle and the train was very quickly brought to a standstill. The body was found very close to the rear end of the train. Newman was in an intoxicated condition. Broken glass was found on the pilot of the train. The smell of spirits was very noticeable. The companion of the deceased was brought to Claresholm.

Chas. M. Hanson, the employer of the deceased and one of Newman, saw the men in Parkland and saw a bottle of liquor being purchased. He called for the men on his way home shortly before 6 p. m., but they were not ready to go home. Newman appeared to be more under the influence of liquor than the other. Newman had acted somewhat strange at times during the ten days he had been in his employ. He had said, "A man is better dead than alive," and "When a man gets drunk he is liable to lie down on the track and have the train run over his head." Deceased had told Mrs. Hanson that his wife was dead and that he had two children. They did not know where the man came from.

Chas. E. Newman, who was with the deceased, had not seen his dead, had been his companion during the afternoon. Deceased had had two glasses of beer and four of whiskey at the hotel. One drink only had been taken from the bot-

tle. None had been taken on their journey toward home. They had heard the whistle of the train. Deceased had said "Look out, Charlie, the train is coming." Witness looked over his shoulder and saw the train. When it was about 100 yards away he stepped off the rails on the east side. He thought the deceased had done the same. There was plenty of time. The train struck his companion, and the body rolled down the hillside to the edge of the ditch. The train was stopped in its own length, about seven feet. He had met the man for the first time on May 8th. Deceased had told him that he had two brothers in Norway and four in the United States. He thought the train was travelling 40 miles an hour. It stopped very quickly. Deceased had asked someone, "Where is the train?" He had heard him make the remarks soon to be by the previous witness. Deceased had said that he was against liquor but that when he was where he couldn't get it he always drank it. Neither was assisting the other to walk.

Adam N. Hobbick, engineer of train No. 63, engine No. 2987, left Parkland almost on time, 7:29 p. m. Saw two objects on track a mile and a half off. Light rain was falling, but broad daylight. He blew crossing signal when about 750 yards from the men. One man turned and looked toward the train. This was Newman, who stepped off on the left side of the track. At 250 yards he whistled the second time and applied the emergency brake. Deceased was walking towards the left side as if to leave the track. When the train stopped Newman still had time to get clear. He went to the rear of the train and saw the body. The man was dead. On the left side of the pilot were fragments of a broken bottle. He was running about 40 miles an hour. It is a customary thing to overtake people walking on the tracks. He whistles to attract attention. If the whistle is heard he naturally expects the person wanted to get clear.

John Hornby, the fireman, saw the men on the track after the second warning whistle. Newman got off. Deceased took a step or two to the left rail and then turned and looked straight at the engine. This was about 100 yards away. He lost sight of the man. There was still time to stop clear. Deceased did not seem to want to get clear. Constable Simmons testified to taking the body from the train at Claresholm to the morgue. A search of the clothing showed fragments of a broken whiskey bottle in the left coat pocket which was saturated with liquor. There were no effects of any value, no money, no letters or valuables. Deceased's neck was broken. There were scalp wounds. He had taken Newman in charge.

David Clark, proprietor of the Parkland hotel, swore to selling deceased the bottle in the early afternoon. Deceased had also had four or five drinks. At 4:30 p. m. he had locked up the barroom because Newman was pestering for more drink. He had asked the constable to warn them from the out-building because he thought that

Nick Taitinger Scores Again for Claresholm

Once more the name of Claresholm has been forced upon the attention of the agriculturists of the world and Sunny Southern Alberta has held her own against all-comers. Nick Taitinger, whose enterprise has won many laurels in the past, has been awarded gold medals for Marquis wheat and also for two-rowed barley at the Panama Exposition at San Francisco. This is a notable achievement for the competition was keen. The C.P.R. gathered many exhibits from the west for this exhibition at San Francisco and Claresholm grows wheat and barley were the best at the Fair. If there were more farmers that would go in for producing the best, this district would soon be known as the Best in the West.

Wednesday Half-Holidays Arranged for Summer

About 25 of the citizens of the town, largely business men, attended a meeting at the council chamber on Monday evening to discuss the advisability of having a weekly half-holiday during the summer months. A petition had been circulating signed almost unanimously by the business men of the town, agreeing to close their businesses for the afternoon selected. Some discussion revealed the fact that there was a disinclination to close entirely for an afternoon each week, but that there was a willingness to do so during the hours of time to five inclusive. As the 1st of July falls on Thursday, it was decided that the day before should be exempted from the Wednesday closing plan, and so that at the Fair dates, August 12-13, really are at the beginning of the harvest busy time, the plan should not apply after the 14th of August. This means that commencing on Wednesday, June 23rd, every Wednesday afternoon and July and Wednesday afternoon, August 4th, will be a public holiday in Claresholm between the hours mentioned. After five o'clock shopping may be done and the farmer is thus enabled to enjoy the sports as well as shopping with the one trip to town.

To ensure a definite program of sports for those afternoons, two committees were chosen, one consisting of R. E. Moffatt, C. J. Brannen, W. J. McKenzie, W. R. Shanks and Leonard Clark to arrange for local football afternoons, and other athletic sports; and one consisting of D. B. Vanhorn, J. E. Watt, O. L. Reinecke, J. E. Moffatt and C. N. Booth to arrange for horse racing. A fee of 15 cents for

they were "celebrating" with the bottle of liquor. He had sold them no liquor after 4:30 p. m. It was his rule to refuse liquor to men who were showing signs of its influence. He considered the deceased capable of handling himself when he had saw him. The jury was addressed by the coroner, the law in the matter being clearly explained and its duties outlined. A resume of the evidence was given and the points of importance recalled. The finding was to the effect that the man had met his death by being struck by the engine of the train while in a dazed condition, probably caused through liquor, the engineer of the train being fully exonerated from all blame in the matter.

Adults and 10 cents for children will be charged at the gate for every one participating in the sports or not. As this admission money will be divided equally between the Park Association and the Patriotic Fund (after deducting the actual expense of putting the ball diamond and the track in condition for the sports), it is not unfair to charge everyone, spectator or player. The afternoon half-holidays are intended for recreation and to the intention that the programs arranged shall give everyone something that will make these afternoons enjoyable. It is expected that the citizens will assist the committee by suggestions and to this end a permanent organization has been effected of which J. T. Kingsley, permanent chairman and J. F. Reynolds secretary. Mr. Reynolds or any member of the committee would be glad to hear from anyone who cares to enter a horse for racing so that by getting a number of entries, classes may be arranged to make suitable competitions.

It is also very much to be desired that the excellent committee, both the one who has to do with the committee so that a schedule may be made and games arranged on a good ground where each team will have a chance to display all the form of which they may be possessed. There never has been a year when so many country teams of splendid calibre were in the field and if the secretaries of these teams would get in touch with Mr. Reynolds or R. E. Moffatt something really advantageous to baseball could be effected. It is just such stars as these that many big league stars now commanding large salaries have been discovered.

Closes Four-Year Pastorate Here and 42-Year Ministry

On Monday evening of this week a number of the congregation of the local Methodist church assembled at the depot to bid goodbye to the Rev. J. M. Harrison and family, who were leaving for their new home in Sumnerland, B. C. Rev. Harrison has just completed a four-year pastorate here and at the same time is leaving the active work of the ministry after over 40 years of continuous service. What made the parting more depressing was the fact that Mr. Harrison is not only leaving his station and the active ministry, but he is, according to his physicians, nearing the end of the long journey. Mr. Harrison has been in a very weak condition for some months and his little remaining strength will be sorely tried by the journey to his new home. He has been in the driver of a frail truck at Sumnerland for some time and was looking forward to spending his declining years in the building of a home and the developing of pleasant environments for that home. He hopes now that in the short time which may yet remain to him of life to build a home for his family and leave them as comfortably located as possible before the summons comes. With the indomitable energy which has characterized him in his 42 years of pioneer service in the Methodist church in the West, he is battling with his infirmity to attain his object. He left his pastorate here cheered by the expressions of affection from his congregation, whose sympathy with him and for his family was concretely expressed. At the recent annual conference for Alberta of the church held at Edmonton, his brother-in-law, among themselves made a purse of about \$200 as a parting gift to their passing cleric. The conference itself placed on record a special resolution, which is reprinted below. It expresses very feelingly something of the value of Mr. Harrison's work for Methodism in the west and the love and respect in which he is held by his co-laborers in the ministry of the church.

A special resolution regarding the Rev. J. M. Harrison, who has been superannuated after an active service in the Methodist ministry in the west for over 41 years, and who is seriously ill and is removing to British Columbia, was moved by Dr. Kiddell and carried unanimously, as follows:

Knowing that the Rev. J. M. Harrison has been compelled by rapidly failing health to drop the active work of the ministry and seek a superannuated relation among us, this annual conference feels that it cannot let this occasion pass without expressing its keen regret and the wise and helpful presence of our brother will no longer aid us in the councils and work of our church. For years we have turned our faces in the hours of our perplexity to him for unselfish advice and sane guidance. When we recall the fact that for over 41 years he has labored continuously between Winnipeg and the Rockies, filling the most important trusts and appointments in the gift of the church, we recognize in a small degree the far-reaching significance of his work in the formative days of the central west of our great Dominion. He has stood among us as a link binding the heroic and pioneer past with the organized and manifold work of today.

Entering the ministry in the days when such stalwart men as George Young and George McDougall planned the work and inspired the scattered people, he caught their spirit and cherished their zeal, and transmitted to our new age and conditions much of their devotion and enthusiasm. During these long years of faithful service his voice has pealed forth in ringing notes, advocating every cause which promoted human welfare and elevated divine righteousness. He was the nucleus of the best of all that degraded men and destroyed our country, but the fearless champion of every institution, effort and organization whose end was to secure for the new settlers peace, prosperity and progress. He loved his church, his nation and his people, and counted no sacrifice too great provided only he could advance the moral, spiritual and intellectual interests of those for whom he labored.

"We found him a wise counselor, a helpful pastor, an inspiring preacher, and a tireless worker. In spite of a physical handicap in which many a brave man would have long since given up the struggle, he toiled on without a murmur in his chosen life work, undertaking tasks and achieving results which are, to say the least, wonderful in the eyes of his brethren.

"By his side and during many of these eventful and important years, there has toiled, with a devotion seldom equalled, his faithful wife, to whom we would now convey our heartfelt words of appreciation and our kindest greetings.

To the Rev. J. M. Harrison, whose transparent honesty, clear vision and kindly sympathy we may have long since learned to admire, we would with fitting voice and trembling lips say good-bye as an active worker among us, with the added prayer that his health may be so restored that he may enjoy for many years his well-deserved rest. But if our heavenly Father should see otherwise, then we shall always pray that our honored brother may feel around and beneath him the never failing arms of that God whom he has served so faithfully and so well."

THE PEOPLE'S CORNER

Advertisements inserted under this heading, not over six lines, 3c. an insertion; three insertions for \$1.00. Lost, Found, For Sale, Help Wanted, Situations Wanted, all being quickly and best results when inserted in The Advertiser. Remember, we save papers for you.

FOUND—A SUM OF MONEY

A small sum of money was found on the road near Claresholm. Losser may recover same by establishing ownership and paying for this advt. apply to O.A. Finstad, Claresholm.

NOTICE—TENDERS CALLED

Tenders wanted for building Calt Sted at the west end of the Fair Grounds out of material left from old Exhibition building. The lowest or any tender need not be accepted. Apply CLARESHOLM AGRICULTURAL SOCIETY, J. B. Watt, Secretary.

LOST—A WATCH

On Saturday afternoon, June 12th, somewhere on the road to the pump-house, probably between R. A. Shuter's and Wm. McKee's, a watch, gold-filled case and a gold chain was lost. Finder will be suitably rewarded by returning same to Richard Brown, or leaving it at The Advertiser Office, Claresholm, Alta.

for confirmation of the Tax Enforcement made under the provisions of the Educational Tax Act, covering all the following Districts:

127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 94

First on Death's Honor Roll

The first death from wounds received on the field of battle which comes very close to the people of Clareholm, is that of Henry Harrison McNally, who was reported wounded a week or so ago and who now is among those who have given their lives for their country. This boy did not enlist from Clareholm, but he is known here and his parents were citizens of this town at the time when he did enlist. Clareholm claims him and honors his name and the sympathy of its citizens go out to Mr. and Mrs. McNally, his parents, in their new home at Olds, Alberta.

Couldn't Chill the Ball Fans

Jupe Pluv did his best to spoil Clareholm's sport day, but there were those who would not be denied and after all a very good crowd had a very good time. The baseball games were played with unrelenting but it was good ball at that. In the morning Meadow Creek and Trout Creek went four rounds without a decision, 1 to 1. Rain got in a solar plexus on both teams. In the afternoon, dodging the showers, two games were played, seven innings of wading leaving Grain Belt winner over Clear Lake, 10-8 and later Woodhouse on top of a 9-6 score, with Star Line under. The quality of ball was surprisingly good for the conditions. Ray Patterson won the bucking contest from Sykes. Staveland and Hobbs of Willow Creek. Over 870 was taken at the gate. Had the weather been good Clareholm would have had an old-time celebration.

Methodist Ministers' Locations

Among the Methodist pulpits in the south affected by the recent conference at Edmonton are: Rev. J. M. Fawcett removes from Staveland and will be stationed at Coaldale, Rev. J. V. Hovey taking his place; Rev. W. E. Galloway, of Calgary, who lately preached here goes to Grace Church, Edmonton; Rev. A. B. Argue, who was pastor here four years ago leaves Olds for Vermilion, Rev. G. F. Pybus remains at Barons, Rev. A. D. Richards returns to Macleod, as does Rev. A. Lytle to Pincher Creek and Rev. G. H. Cobblestick to Lethbridge. The stations in the Macleod district are given below.

The following is the final draft of the stationing committee of the Methodist conference for the districts of Lethbridge and Macleod:

Lethbridge city—Wesley, G. H. Cobblestick; Westminster, J. B. Francis.

Coaldale, J. M. Fawcett; Taber, T. Phillips; Iron Springs (under Coaldale), J. A. Eyre; Monarch and Albion Ridge, to be supplied; Barons, G. G. Pybus.

Macleod district—Macleod, A. D. Richards, J. G. Gray; Marston South, W. F. Smith; Badger Flats one wanted; Clareholm, W. E. Mc Niven, J. M. Harrison (Summerland, B. C.); Pincher Creek, A. A. Lytle; Foothill, H. S. Bond; Livingston (under Bellevue), A. J. Ridd; Bellevue, Fred T. Cook; Hillcrest, T. H. Frank, W. T. Young.

Peter Johnson of Granum was in town to-day (Saturday).

Enrolling Proceeds Rapidly

Owing to the abundance of moisture in the southern part of the province, the grain crops are much above the average. As a result the Provincial School of Agriculture situated on the Demonstration Farm at Clareholm will be overcrowded when the term opens Oct. 28th.

To accommodate the large number of students that will be present a new building for live stock and agronomy will be built this summer. Additions will also be made to the staff.

Applications are being received daily. Prospective students, therefore, should make application at once to the Principal, W. J. Stephenson, for admission to the school.

The course is entirely free. The only expense in connection with it is for room, board and books.

Thanks to the Ladies

The Clareholm Patriotic and Relief Society, through its officers and the ladies of the "Flag Day" committee, wishes to express its appreciation of the work of the young lady collectors on June 11th and it feels deeply indebted to these young ladies for the splendid effort which they put forth under the most discommencing circumstances. The opportunity afforded through these columns to publicly express thanks is gladly embraced.

Dr. R. F. Stevens, President
J. R. Watt, Secretary

Willard Haig, town, was the winner of the gold medal in the district W.C.T.U. contest last week at Nanton.

Interprets Fence Amendment

Edmonton, June 1, 15
Sir—I have your letter of the 29 ult., asking for interpretation of the following amendment to the Dangerous and Nuisance Animals Act:

"Any sheep or hog which breaks through or under any fence shall be deemed to be a notoriously brachy animal within the meaning of this Act."

I would advise in this connection that the mere passing under a fence which is far enough removed from the ground to allow the animal to pass under it is not sufficient to constitute such an animal a notoriously brachy animal under the Act. There must be a breaking under the fence and not merely a passing under it, that is to say, the animal must force its way through or under the fence either by breaking or bending or removing from its normal position some part of the fence or by digging its way under the fence.

I have the honour to be,
Your obedient servant,
(Sgd) CHAS. V. TUBBEN,
For G. P. Owen Fenwick,
Acting Deputy Attorney General
W. F. Stevens, Esq.,
Live Stock Commissioner
Buildings

Mrs. J. R. Watt this week received the news of the death of her father, Mr. Young, at Leigh-on-Sea, Essex, Eng., on Sunday last, at the age of 54. The late Mr. Young was apparently hale and hearty up to within a very short time of his death, he having recently won his club tennis singles and doubles. He has one son, G. H. Young, serving at the front having enlisted with the first Canadian contingent. Two daughters at Leigh-on-Sea and Mrs. J. R. Watt of Clareholm survive their father.

There is no appearance of hard times in the prize list which has just been issued for this year's fair to be held June 30 to July 7. All departments are as completely catered to as usual and with the cooperation of the city council, and the Alberta and federal governments the premiums offered up to the highest standard set in previous years.

The fair this year is referred to as the "exhibition unusual" and when the prize list is looked over and the special military attractions taken into consideration, there is every reason for the people of Calgary and the province to confidently look forward to seeing one of the few big exhibitions being held in Canada this year.

Exceptional Opportunity For All Our Readers . .

The publishers of The Advertiser are pleased to be able to announce that they have now completed arrangements which enable them to make a most attractive offer to their readers.

Everybody is keenly interested in the Great War now being waged in Europe. Realizing this, some of the big publishers are producing illustrated records of the war, in weekly parts. Many of the big city dailies have made arrangements to give their readers the opportunity of securing these easily.

We consider ourselves fortunate in now being able to offer to our readers the most attractive of these publications—namely:—

"THE WAR PICTORIAL"

THIS PUBLICATION is a splendid record and illustrated history of the Great War. Week by week the camera depicts notable happenings by land, sea or air. The latest and best pictures from the war are shown, and also many of the most famous of our own Canadian troops, at Valcartier Camp. Publishing for the front, and in their dangers across the water, with other features of special interest to Canadians.

This publication has an attractive cover printed in three colors, and twenty-four pages of fine illustrations, with a summary of the war entitled "The March of Events." Special features include maps and illustrations in color, are issued from time to time. It is well printed on good paper, and is a most attractive gift for binding.

Many prominent Canadians are calling "The War Pictorial" among the number being sent them as:—
SIR JOHN DIXON, K.C., M.P.
SIR WILFRED LAURIER
SIR WILLIAM VAN HORNE,
etc., etc.

Every family should have this fine record, not only for enjoyment now, but to carefully preserve as a valuable and most valuable souvenir for those who come after them. In order that all our readers may enjoy this publication and procure it at a favorable price, we make the following

SPECIAL OFFER

"THE WAR PICTORIAL" is sold by subscription—3 months (12 parts) for \$1.50, or 6 months (24 parts) for \$3.00, but—

THIS COUPON MEANS MONEY TO YOU

This Coupon entitles the bearer to the following special rates for "The War Pictorial":—

3 Months Subscription (12 parts) \$1.50 (Regular Price \$1.50)
6 Months Subscription (24 parts) \$2.76 (" " " \$3.00)

With all 6 Months Subscriptions the Coupon also entitles bearer to a fine War Map in colors, with colored pins to use in following the fighting. PRESENT THIS COUPON AT OUR OFFICE WITH THE SPECIAL SUBSCRIPTION PRICE.

THE ADVERTISER

Clareholm, Alberta.

Call in at Our Office when passing and see a copy of "The War Pictorial" and also the fine War Map.

Remember Wednesday, June 23rd

Not only because it is Clareholm's Weekly Half-Holiday -- All Business Houses
Closed from 1 to 5 p. m. -- Interesting Sports on the Fair Grounds in the Afternoon

But Also Because

CLINTON HOWARD

will speak on

PROHIBITION

in the evening at 8 p. m. at the

I. O. O. F. OPERA HOUSE, WEDNESDAY, JUNE 23rd.

Mr. Howard is one of the Finest Orators on the Continent -- An invitation is extended to representatives for the liquor interests to discuss the Question with him

The Town Band and a Special Choir Will Furnish the Music

Don't Miss this Great Man and this Great Day
--the Evening Best of All

PERSISTENCY COUNTS

ADVERTISING is friendly. It persuades. Slowly, but inevitably, it creates the attitude of Good Will and Confidence. It brings customers—who stay. A business built up in this way is built on a firm foundation. It's the kind of Success that lasts. But it cannot be done in a day—or a month. Nothing but persistent advertising will accomplish this sort of success.

WASTE IN SAVING

PROBABLY more money is wasted in advertising by running consistently in a publication for a long time, and then suddenly dropping it, than in any other way.

IF AMOUNTS to deliberately throwing away the good will which the readers of that publication have built up for the advertiser's name and product.

IT IS BETTER to advertise moderately, but regularly, than to use larger copy spasmodically.

ADVERTISE---BUILD BUSINESS

WE NEED TO BE REMINDED

We need to be reminded quite as much as to be informed. Memory has been peculiarly described as "the thing we forget with." Out of sight is apt to be out of mind.

"An advertiser who relies upon the memory of the public leans on a broken reed. The absence of its advertising from the newspapers has been the beginning of the end for many a firm."

"The present editor hath ever the advantage over the absent lover."

A business that has achieved its magnitude or strength as the result of faithful advertising plays itself false if it suspends or ceases its advertising, on the grounds of economy. It is poor business vision which fails to see the principal feeder of business, and fatal judgment which cuts it off or interrupts its flow. Economies may be warranted, but they had better be effected in any other department than in the sales department—the department of revenue. Any course which shows your customer back from you, or hides you from your customer is ruinous. The man with the money needs to be constantly sought. Advertising is the great discoverer of new customers, the great relator of old ones.

IF YOU FORGET THE PUBLIC,
THE PUBLIC WILL FORGET YOU

